



COMMUNICATION METHODS & PROCEDURES

The Selwyn PTA wants to help you communicate your activity in the best possible way. Our goal is to plan and coordinate effective and timely information at all times.

The following are PTA communication methods and procedures for each communication channel available. Review these options and consider your committee needs. As you begin planning your activity, please contact Dina Beelaert, Director of Communications (comm.selwynpta@gmail.com or 704-910-7190 to map out your communication plan.

CHANNELS	DESCRIPTION	RULES	DEADLINE
Eagle Email	Weekly email sent to all Selwyn families. A brief reminder of need-to-know information. May include information that affects Selwyn, AG, and MP campuses.	Posts to run in EE no longer than 3 weeks - any longer requires approval	*Submit no later than WEDNESDAY by 12pm for following week installation. *Send text AND photo to be used. * Links to documents or to the web may be added – please provide.
Grade Level List Serv	Email message sent to all families in a single grade level with grade specific information.	Grade level information only.	*Submit no later than WEDNESDAY by 12pm for following week installation. *Send text AND photo to be used. * Links to documents or to the web may be added – please provide.
WSEL Messages	Message read to entire school by students during morning announcements.	Messages to apply to entire school only, not grade level specific. All requests must come through Dir. Of Comm. Do not contact Selwyn Staff members.	*Submit no later than WEDNESDAY by 12pm for following week installation. *Send text to be used during message.
Social Media	Messages sent via Facebook, Twitter, and Instagram. To promote PTA events as REMINDERS and to show the results AFTER events.		*Submit no later than WEDNESDAY by 12pm for following week installation. *Send text AND photo to be used. * Links to documents or to the web may be added – please provide.
Texts	Text reminders are sent as last minute reminders, the night before or day of event.	Will require final approval from PTA president!	*Submit no later than WEDNESDAY by 12pm for following week installation. *Send text to be used during message.

CHANNELS	DESCRIPTION	RULES	DEADLINE
Marquee Message Boards	Reminders and results of schoolwide events. Messages promoted at Runnymede and Colony signs.	Messages to apply to entire school only, not grade level specific.	*Submit 2 weeks in advance to allow time for proper installation.
Carpool Signs	Message to promote upcoming events and to remind parents during carpool drop off and pick up.	Signs should reflect Selwyn's color and brand. Will require approval from PTA President & Director of Comm.	
Selwyn Scoop	E-newsletter sent to all Selwyn families. <u>Great place</u> for congratulatory notes and more lengthy news and results.	Scoop is used primarily to promote event results and news. Final approval from PTA president.	Reminder email sent from Dir. Of Comm. to committees to submit event results and news for submission to the scoop.
Lis Robocall/Email	Important time sensitive material communicated by phone call and email to parents.	Do not go straight to Mr. Lis! Requests must be approved by PTA President & Director of Comm.	*Submit no later than WEDNESDAY by 12pm for following week installation. *Send text to be used during message.
Printed Materials	Includes documents, brochures, banners, invitations, or forms.	Prior to production, please contact Dir. Of Comm for final approval. All materials must reflect Selwyn colors and brand.	*Send 10 days prior to production for final review and approval. *Allow 1 week for Executive Documents to complete and deliver.
Paper Flyers	This includes paper copies/backpack flyers to promote events or reminders.	NOT TO BE USED Special circumstances require approval	
Room Parents	Only used to communicate PTA needs such as volunteers for holiday luncheons.	NOT TO BE USED Messages to come from Dir. of Comm only!	